

Registration Form: Nurturing Partnerships (WHEN 2006)

Program No.:056-23-02

Register by April 28 • Please register early

☐ Year 2005 WHEN Annual Meeting: May 16, 2006
9 a.m. - 4 p.m. at the Marriott Madison West,
Middleton, WI; Fee: \$79 (Includes breaks,
luncheon, and resource materials)

Check one: ☐ 5 Category I CECHs OR ☐ .5 CEUs

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Accommodations: To make your own arrangements for
a hotel room at the Marriott Madison West, please call
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WHEN 2006
Wisconsin Health Education Network
Nurturing Partnerships for
the Public's Health

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Nurturing PARTNERSHIPS

*For the
Public's Health*

2006 WHEN

Wisconsin Health Education Network

Annual Meeting

May 16, 2006

Marriot Madison West
Madison, Wisconsin

University of Wisconsin-La Crosse
Community Health and UW-La Crosse
Continuing Education and Extension



Nurturing PARTNERSHIPS for the Public's Health

WHEN Annual Meeting

May 16, 2006 • Marriot Madison West, Madison, Wisconsin

Program Objectives

Participants will:

- review and discuss the need for partnerships and coalitions for advocacy, community planning, and program implementation and evaluation
- explore the pros and cons of partnership and coalition endeavors
- project recommended next steps that can be taken for program development and delivery
- network with colleagues and new contacts
- recognize the two award winners for the 2006 Barbara A. Lange Memorial Award

Lawrence W. Green Bio



Lawrence W. Green, Dr. PH, served on the public health and medical faculties at Berkeley, Johns Hopkins, Harvard, Texas, the University of British Columbia, and now UCSF. He served the Carter Administration as the Director of the Office of Health Information, Health Promotion, Physical Fitness and Sports Medicine (now the Office of Disease Prevention and Health Promotion) with a central role in the first round of the Healthy People objectives for the nation in health promotion and disease prevention. He retired in 2004 as Distinguished Fellow/Visiting Scientist from the Centers for Disease Control and Prevention and from the Directorship of the Office of Science and Extramural Research. He is now Adjunct Professor in the Department of Epidemiology and Biostatistics at the University of California at San Francisco.

Among his 300+ chapters, monographs and articles, four of his books have been widely adopted as college texts, including *Health Program Planning*, 4th edition with Marshall Kreuter (McGraw-Hill, 2005). He is on the Editorial Boards of 12 journals in the health sciences, past president of the Society for Public Health Education, Fellow and Research Laureate of the Academy of Health Behavior, and recipient of the Award for Excellence, Distinguished Career, and Mayhew Derryberry awards of the American Public Health Association.

WHEN (Wisconsin Health Education Network) Annual Meeting Schedule

9-9:10 a.m.

Welcome and Introduction: Gary D. Gilmore, MPH, Ph.D., CHES, Chair, Wisconsin Health Education Network

9:10-10:15 a.m.

Partnerships and Coalitions for Advocacy and Action: The Need, the Demand, and the Realities
Lawrence W. Green, Dr. PH, Department of Epidemiology and Biostatistics, Director, Social and Behavioral Sciences Program, Comprehensive Cancer Center, University of California at San Francisco

10:15-10:30 a.m. Networking Break

10:30-11:30 a.m.

Actively Discussing the Realities of Working with Partnerships and Coalitions

11:45 a.m.-12:45 p.m.

Luncheon & the Barbara A. Lange Memorial Awards

1:00-2:00 p.m. Breakout Sessions:

1. Advocating for Public Health: Lessons from a Public Health Department Merger

Marion Fass, Sc.D., Professor of Biology and Chair, Health and Society Program, Beloit College
Session description: When public health works best it is "invisible," yet invisible services are not attractive to legislators in a time of cutbacks. Reflections will be shared from the Beloit-Rock County merger process, along with a discussion of the challenges encountered.

2. Community-Based Emergency Preparedness: Integration, Collaboration, and Becoming Engaged

Al Graewin, CHES, Manager, Health Education and Health Promotion, La Crosse County Health Dept

Julie Lederhaus, CHES, Bioterrorism and Public Health Preparedness Educator, Appleton Health Dept.
Session Description: Participants will identify key stakeholders in developing a community response plan and how to work most effectively with vulnerable populations in communicating information.

3. Lessons Learned from a Regional Tobacco Coalition

Kurt Eggebrecht, M.Ed., CHES, Health Officer, Appleton Health Department;
Shawn Boogaard, MSE, Clinic Health Educator/Counselor, University of Wisconsin Health: Fox Valley Family Medicine
Session Description: Using examples from a successful regional tobacco coalition, key topics in coalition building will be discussed:

- Grounding a coalition
- Maintenance of a coalition
- Benefits and pitfalls of collaboration

2:00-2:15 p.m. Networking Break

2:20-3:20 p.m. Breakout Sessions Repeated

3:25-4:00 p.m. Plenary Session: Partnerships for the Public's Health Guided by Healthiest Wisconsin 2010

Margaret Schmelzer, RN, MS, Director of Public Health Nursing and Health Policy, Wisconsin Division of Public Health

Mary Gothard, BS, CHES, Health Education Specialist, Wisconsin Division of Public Health

The role of partnership and collaborative efforts in furthering the goals and objectives in *Healthiest Wisconsin 2010* will be explored. Key examples will be offered for consideration, and future steps will be recommended.

2006
WHEN

This publication was not produced at taxpayer expense.